



Section 6: Communication Systems

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This Country Coordinator Implementation Guide has been developed as a resource guide to assist GLOBE Country Coordinators in the operations and implementation of The GLOBE Program in their countries. Section 6: Communications Systems contains:

1. GLOBE Communications
2. GLOBE trademarks, service marks and logo usage requirements
3. Photo/Video Release Forms
4. Information requirements for GLOBE Stars, News and Events, STEM Stories
5. GLOBE Media Materials
6. Writing a GLOBE Press Release

1. GLOBE Communications

The GLOBE Implementation Office (GIO) uses a variety of tools to inform, educate, inspire and engage the GLOBE Community. [News stories](#) and information on GLOBE [Events](#) are posted on the GLOBE Website. GIO also creates and produces video presentations, including addresses by the GIO Director to the broad community and at regional and national events. A selection of GLOBE videos can be found on the [Website](#), and the entire selection is on [GLOBE's YouTube playlists](#).

GIO also sends out monthly News Briefs and letters and other communications to GLOBE community members. In the role of Country Coordinator (CC) and Deputy or Assistant CC and to stay in touch with GLOBE and receive the most up-to-date news, you must [opt-in to our communication network](#). When you join our mailing list, you'll receive content like:

- The GLOBE News Brief
- Letters to the community
- Updates on upcoming GLOBE events
- Other messages from the GLOBE Communications Team

Rest assured, GLOBE will never disclose or sell your personal information to outside parties. If you leave the position of CC, Deputy CC or Assistant CC, you can choose to opt-out of GLOBE communications.

The GLOBE Program has several social media channels and provides daily postings to Facebook and Twitter; weekly postings to YouTube and occasionally to Instagram. Follow us or subscribe to keep up on the latest news posted to GLOBE social media.

-  **Facebook** <https://www.facebook.com/TheGLOBEProgram>
-  **Twitter** <https://twitter.com/GLOBEProgram>
-  **YouTube** <https://www.youtube.com/user/globeprogram>
-  **Instagram** <https://www.instagram.com/globeprogram>

2. GLOBE Trademarks, Service Marks and Logo Usage Requirement

The GLOBE Program is pleased to grant permission to its partner organizations and participating schools to use GLOBE trademarks, service marks and the GLOBE logo in materials prepared and distributed in hard copy or electronic form as part of activities directly related to participation in The GLOBE Program. These are uniquely designed for easy recognition and to provide consistent branding of GLOBE materials. Use of the trademarks must be consistent with the terms outlined below.

The trademarks that may be used are:

- The GLOBE® Program
- GLOBE®
- GLOBE® STARS
- GLOBEMail®
- The GLOBE logo:



Whenever the GLOBE trademarks, service marks and logo are used, they should be marked with the ® symbol, as shown above, except when redundant or repetitive uses of the symbol might appear awkward or cumbersome. In such repetitive use, the symbol should be applied the first time the trademark is used.

The license for use of these trademarks and service marks includes use in raising funds or other resources to support participation in The GLOBE Program, such as producing and selling items like T-shirts, mugs, and mouse pads. The trademarks and service marks may not be used to raise funds or other resources for purposes other than The GLOBE Program.

The trademarks and service marks should be used under circumstances that represent good taste and must not be used in any way that could be construed as endorsing any product, service, organization, or point of view not directly associated with participation in The GLOBE Program. The use of these trademarks and service marks may not be sublicensed to any other organization or individual, and the trademarks may be used only while the partner or school is a participant in The GLOBE Program.

The GLOBE trademarks and service marks should not be incorporated in your trademarks, service marks, organization or company names, Internet addresses, domain names, or similar designations for use in education and program areas represented by the GLOBE marks. This license is granted by the University Corporation for Atmospheric Research (UCAR). UCAR reserves the right to monitor use of the GLOBE trademarks service marks and logo, including inspecting goods or services on which the trademarks and service marks are used, and to withdraw its consent for use of these trademarks and service marks or change the guidance for their use at any time. If there are any questions about the use of

these trademarks and service marks, please contact the GLOBE Community Support Team at 1-800-858-9947 or globehelp@ucar.edu. A link to the usage requirements is [here](#).

We encourage all GLOBE CCs, U.S. Partners and schools to use these trademarks and service marks to show their pride in being part of this exciting international environmental science and education program. GLOBE logos can be [downloaded](#) in a variety of sizes and formats for use by the GLOBE Community.

3. Photo/Video Release Forms

It is necessary for you to obtain permissions from individuals who appear in photos and video footage in order for these materials to be used on the globe.gov Website. [Download media release forms](#), for adults and for minors, from the GLOBE Website. You will find forms in English, Spanish and Arabic.

4. Information Requirements for GLOBE Stars, News and Events, STEM Stories

GIO highlights on the globe.gov Website special GLOBE activities and events that CCs, GLOBE teachers and GLOBE students would like to share with the GLOBE community. In addition to recognizing and documenting significant GLOBE activities occurring in GLOBE countries, these stories often provide ideas and inspiration to other schools, teachers and CCs around the world. GIO also highlights how GLOBE has inspired students and teachers to pursue Science, Technology, Engineering and Math (STEM) education and careers. Following are ways CCs can acknowledge and promote activities, events and student and teacher accomplishments on the GLOBE Website.

GLOBE Stars

GLOBE Stars are stories of projects, events and activities being conducted around the world in connection to GLOBE including student research, students helping research scientists through collecting and interpreting data, students making an impact on local communities, teachers and schools expanding GLOBE within their country or region, and collaborative activities. GLOBE Stars spark imagination and inspire the GLOBE Community with news of GLOBE at work in the world.

GLOBE wants to hear about the Stars in your GLOBE community and has developed simple, easy-to-use [guidelines](#) for submitting a GLOBE Star story. GIO will work with you to produce your story and ensure that it reaches a broad audience worldwide.

If you have any questions, contact communications@globe.gov.

GLOBE News and Events

News about events (meetings, trainings, learning expeditions, etc.) also is of interest to the GLOBE community. They demonstrate program progress and generate ideas for innovative implementation activities around the world. CCs have the capability to write and post news items on their country page and to request that these news items also be posted on their

regional page and on the GLOBE Website [News and Events](#) section. Submit the request for your news that you have posted on your country web page to your Regional Coordination Office (RCO) for inclusion on your regional web page. If deemed appropriate for worldwide attention, the RCO will “push” the information to the GIO Communications Team who in turn will advance the item to the GLOBE News page of the GLOBE Website.

CCs and RCOs use the following instructions to post information to country pages, regional pages or the GLOBE.gov News and Events page:

<https://drive.google.com/file/d/0BxFm9ck-Z2eYYV82ZEdGRIwMmM/view>

STEM Stories

GLOBE is gathering stories of students, teachers and alumni who have been influenced by their GLOBE experiences to pursue further education in Science, Technology, Engineering and Math (STEM). We want to hear from:

- Current GLOBE students who intend to pursue further education in STEM;
- Former GLOBE students who are currently engaged in higher education in STEM areas or who have gone into STEM careers; and
- Teachers who have sought further training in STEM subjects, either through GLOBE training or through other professional development training, in order to enhance their capabilities as teachers or for new careers in STEM.

CCs are encouraged to invite current and former GLOBE students and GLOBE teachers in their countries to share their story on how GLOBE has inspired their STEM activities with the GLOBE Community and provide them the following [instructions](#):

<https://www.globe.gov/news-events/globe-stars/about-stem-stories-instructions>

5. GLOBE Media Materials

GIO has created short concise documents that support efforts by GLOBE Community members to promote and expand GLOBE in their countries or regions.

The [GLOBE Overview Pages](#) is a top-level description of The GLOBE Program and the benefits it provides to students, teachers and other community members. It includes a list of published papers and presentations on the program.

There also are a variety of [GLOBE Information Sheets](#) that focus on specific aspects of the program and highlight GLOBE’s collaborations with other organizations such as Peace Corps and the United Nations Environment Program. They can be used individually or compiled as a set for specific audiences and stakeholders.

GIO has developed a [PowerPoint template](#) that is available to CCs to use for their presentations.

6. Writing a GLOBE Press Release

Five points are important to a good press release: Who, What, When, Where and Why. If possible, a sixth, How, should be included, as well as who said what to get quotes. It is

important to get all these points in the first sentence or two. Use short words and write short sentences and short paragraphs. Two sentences make a good paragraph in a press release. Almost every press release can be written on one or two typewritten pages.

Follow local press release format; below are items to remember:

- Always give exact date, time, and location of your event, including the location for media parking and specific entrance information
- Provide at least a two- or three-sentence description of the overall GLOBE Program, including information on the number of schools and countries involved (check the GLOBE Home Page at www.globe.gov for up-to-date information).
- Check every point of your release for accuracy. Never guess on dates, times, places, or spelling of names
- CC, local GLOBE teacher, etc. (contact person) and phone number at the appropriate position of the release, and print the release on school letterhead

Please see the example on the following page.

LOCAL STUDENTS ASSIST GLOBAL SCIENTISTS COLLECT ENVIRONMENTAL DATA

Students at **(NAME OF SCHOOL)** are joining The GLOBE Program, an international network of young people taking and analyzing scientific measurements of the Earth system and sharing their observations and research with other students and scientists around the world.

The Global Learning and Observations to Benefit the Environment (GLOBE) Program is an international environmental science and education partnership. GLOBE students are contributing to a better understanding of the planet by making regular environmental observations at thousands of locations around the world and sharing their information and research via the Internet.

Students will select a study site near the school where they will take regular measurements of various atmospheric, hydrological, biological, and geological features. The students will then enter their data and their student research projects via the Internet to the GLOBE Web site at www.globe.gov. Their data will be combined with data from other GLOBE schools around the world and with other science sources, such as satellite imagery, to create dynamic, online images of the Earth.

(TEACHER'S NAME) attended a workshop with GLOBE scientists and educators for instruction on the measurement procedures and the GLOBE Website.

(Insert GLOBE Teacher and/or Country Coordinator Quote)

The GLOBE Program is sponsored by the U.S. National Aeronautics and Space Administration (NASA) with support from the National Science Foundation (NSF), the National Oceanic and Atmospheric Administration (NOAA), and the U.S. Department of State. It is implemented through a cooperative agreement between NASA and the University Corporation for Atmospheric Research (UCAR) in Boulder, Colorado.

(Insert: Local support for GLOBE activities is being provided by ...)

For more information on GLOBE in **(Country)**, contact:
(GLOBE Country Coordinator and contact information)